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МАКЕДОНСКИ МЕДИУМИ
ИНСТИТУТ ЗА

**CIVIL SOCIETY STRENGTHENING
PROJECT**

In partnership with the Macedonian Institute for Media (CIRa); European Center for Not-for-Profit Law (ECNL); and Macedonian Institute for Media (MIM)

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Request for Applications Success Grants

**Grant proposals should be submitted to MIM by 17:00, March 19, 2007.
Proposals received after this time will not be considered.**

Macedonian Institute for Media
Porta Bunjakovec A2/1
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Introduction

The purpose of this Request for Applications (RFA) is to solicit applications from NGOs in the R. Macedonia, which promote successful results and project impact in order to increase media coverage of NGO activities. The Success Grants will help NGOs inform citizens about the good work they have done in the R. Macedonia. They will offer opportunities for NGOs to promote the impact of their individual organizations, thereby attracting new members and supporters, gaining legitimacy and influencing public opinion about the positive benefit of NGOs.

The Success Grants Program is part of the Civil Society Strengthening Project (CSSP) which is funded by the United States Agency for International Development (USAID). The CSSP is managed by a consortium led by the Institute for Sustainable Communities (ISC) and also includes the Center for Institutional Development (CIRa), the European Center for Not-for-Profit Law (ECNL), and the Macedonian Institute for Media (MIM). The goal of CSSP is to support Macedonia's civil society to become a more effective, influential, and permanent partner alongside government and businesses in shaping the country's present and future. In order to achieve this, the sector as a whole needs to be widely perceived by government, the private sector, and citizens themselves as playing an essential role in the country's social, economic, and political transition. This means NGOs must demonstrate meaningful results, communicate those results effectively to the public, and that citizens must see NGOs as a useful avenue to address the issues they care about most.

The Success Grants Program is managed by the Macedonian Institute for Media.

Program Priorities

The Success Grants Program will prioritize projects for funding that directly communicate NGOs' success stories to a wider audience. Projects whose program activities are carried out in partnership with media outlets and/or with other NGOs are strongly encouraged. The grants will help NGOs promote the results of their most recent or ongoing projects, thus representing a supplemental investment in the organizations' public image, visibility of their projects and their outreach to broader audiences. These may include designing and producing creative outreach products and activities, such as:

- Production and broadcasting of video and audio documentaries;
- Production and broadcasting of video and audio stories;
- Production and broadcasting of video and audio spots;
- Production and design of campaign materials;
- Outreach efforts for Improving constituency/beneficiary relations through direct field activities; and
- Other interventions or activities to showcase the impact of an NGO's work, including online products or alternative ways for presenting results to a wider audience.

Program Duration

MIM expects to award grants in April 2007. Projects must be completed by July 2007.

Project Funding

Grants awarded will range from 96,000 to 470,000 Denars, depending on the project needs. No more than 15 grants will be awarded through this program. Project proposals should make every effort to be cost efficient, and NGOs should prepare project budgets that are within the capabilities of the organizations. Cost share is encouraged and will be considered during evaluation.

Project funds will be transferred in Macedonian Denars therefore the project budget should be prepared in Macedonian Denars.

About the Selection Process

Eligibility Criteria

Who is Eligible

All NGOs that are registered according to Macedonian laws are eligible.

Project Eligibility Criteria

The projects proposed should be directly related to the promotion of the NGO's successful activities and results. Projects should be designed to maximize public understanding and awareness of NGO results through the production of creative outreach products, such as video clips, short stories, documentaries, campaigns or other forms of propaganda products. The project proposal should include a description of the content of the product, and how it will be made available to the audience. It should also provide information about the cost of distribution.

Activities Ineligible for Funding

- Direct project activities.
- Proposal development.
- Equipment.
- Any activity not declared in the program proposal.

Evaluation of Applications

Project selection will be based on the evaluation of project proposals that are supportive of the applicant's success stories and results. Projects will be evaluated based on the following criteria with 100 being the total maximum number of points:

1. Project Content – quality and creativity (40 points)

- Extent to which the result achieved is unique and stands out as a special story.
- Extent to which the idea for promotion of the result is clearly articulated, technically sound and reflects an appreciation for the likely risks to be encountered.
- Extent to which the project demonstrates: i) a clear picture of the size and scope of the result to be promoted, and its benefits for the target groups of the applicant, ii) a creative approach to promoting the result, and iii) a logical explanation of how the results of this project will be measured.
- Extent to which the project will advance the purposes and the public image of the NGO.

2. Plan of Work and Audience (20 points)

- Extent to which: i) the schedule is realistic, ii) the applicant has a clear sense of the audience for the project, and iii) the topic and format of the project is appropriate for the intended audience. Does the applicant develop an original, creative story of the product and a plan for making it available to the audience?

3. Budget (20 points)

- Extent to which the proposed budget is cost-effective, reasonable and justified. If additional funds are needed to complete the project, or to distribute and/or broadcast the product does the proposal include a realistic plan for securing them?
- The level of commitment demonstrated to provide matching funds and in-kind contributions. Proposed cost-share will be evaluated based on the level of financial participation identified within the ability of the applicant and the added value it represents to the program.

4. Organizational capacity and past performance (20 points)

- The extent to which the organization has demonstrated ability to carry out the proposed project as planned, including adequate personnel and managerial systems.
- The extent to which the organization has demonstrated ability to establish effective partnerships with media outlets and/or other NGO's.

Timeline of the Selection Process

• Applications Due	March 19, 2007
• Panel Evaluation of Applications	March 2007
• Award of Grants	April 2007

Grant proposals should be submitted to MIM office by 17:00, March 19, 2007. Proposals received after this time will not be considered. Proposals should be submitted in Macedonian. The attached application form should be completed in full.

If submitting a proposal in paper, proposals should be sent by registered mail or hand carried directly to the address listed below and **three copies** must be submitted. Handwritten proposals will not be considered.

If submitting a proposal electronically, proposals should be sent via email to the address listed below

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